

Business SWOT Analysis Template

This is an extra resource to go along with the original article:

[5 Practical Tips to Keep Your Business Going Today](#)

Objective of Analysis:

S- Strengths

What do we do well?
What separates us from competitors?
What resources are strengths for us?

W - Weaknesses

What do we lack, or not do well?
What do our competitors do better?
What resource limitations do we have?

O - Opportunities

Are there any new or underserved markets we can tap?
Is there a product or service we can offer with few competitors?
What emerging needs can we identify?
What resources could we make better use of?

T - Threats

Are there any emerging competitors?

Is there anything that may impact us negatively? (e.g. press coverage)

Are there any impactful changes in the regulatory environment?